



Telefónica Increases New User Retention by 50%

Telefónica uses Swrve to send hyper relevant, real-time messages that advance customer experience (CX), optimize engagement, and drive high-value interactions across channels.

Industry

Telecommunications

Country

Global

Site

www.telefonica.com



Delivering real-time data and advanced notification delivery

Telefónica has over 300 million customers across over 17 different countries. As one of the largest private telecommunications providers in Europe, Telefónica needed a solution that was dynamic enough to help them deliver individualized experiences that were relevant to each user, and help them lift their app ratings in the process. A unique challenge was effectively scaling their communications and meeting customer expectations around their Smart Wifi app; as the Smart Wifi app experience can only be managed when Telefónica customers are at home. They also needed a way to launch Smart Notifications, a messaging system that guarantees the perfect delivery of push messaging to customers.

Telefónica chose Swrve to advance their app user journey with more relevant messaging in real time, and improve their reach with a hyper targeted, 1:1 approach to connecting with customers.

“Your best telecom experience is going to be a triple threat of speed, convenience, and value. Swrve helps us make that a reality with real-time relevance. We’re amazed by the difference it makes in the timeliness, value, and personalization of our messaging. We could not have hit our engagement goals without the sophistication and depth of Swrve’s AI, targeting, and live data streaming across SDKs and customer channels.”

- Malik Samjee, Head of Analytics and Business Intelligence at Telefónica

The Challenge

Provide 1:1 value in real time at scale

Telefónica needed a way to deliver notifications about the Smart Wifi app only when a user could actually engage with their Smart Wifi account. This required customers be home, connected to their router. They also needed a way to target and deliver relevant feature education to users who have not performed critical engagements like connecting their device to their router, blocking an unknown device connected to the network, managing router/network name and password, and more.

The Solution

Real-time relevance across channels

With the Swrve SDK integrated into Telefónica's Smart Wifi app, Telefónica finally had the opportunity to become more relevant to users precisely when they're most likely to engage. Swrve's deep customer analytics stream directly to the Telefónica app, helping them identify which mobile push and in-app experiences would be most relevant to them at any given time.

In addition, Swrve's enterprise-grade AI was perfectly suited for Telefónica's new Smart Notifications technology. Swrve is built to optimize the unique send-time of every customer interaction, enabling Smart Notifications to be the most intelligent delivery solution for Telefónica engagement.



USING SWRVE, TELEFÓNICA BUILT AND SENT:

Smart Notifications (an artificial intelligence/machine learning solution for mobile applications to optimize the delivery of notifications to users, developed by Telefónica R&D)

Over 1 million Swrve-supported smart notifications were sent to Telefónica app users, bringing them back to the app exactly when they were most likely to engage.

Hyper Relevant, Personalized Push Notifications and In-App Messages

Telefónica schedules and targets hyper-relevant push and in-app notifications to first-time, new, and existing users, helping users setup and manage Smart Wifi routers while home, inform them about app features, and keep them engaged in the app.

The Results

OVERALL RETURN ON RELEVANCE (ROR)

- **53% lift in app store ratings**—from 2.8 stars to 4.3 stars—giving Telefónica the boost it needed to meet brand reputation goals
- **50% increase in new app user retention** through the delivery of highly personalized, smartly targeted engagement, lowering acquisition and cost-per-install (CPI)
- **40% increase in existing app user engagement** with more users managing and checking their devices at optimal times in the app, decreasing calls made to the Telefónica support center



- **25% increase in engagement among Day 30 app users**, validating that real-time targeting and AI-driven message delivery has successfully retained and engaged users well beyond their first use of the app
- **10% increase in activity amongst users that were at risk of churn**, driven as a result of more relevant messaging successfully showing at-risk users the true value of the app

About Swrve

Swrve is the customer engagement platform that helps leading brands confidently deliver real-time, relevant communication with millions of customers. A Gartner Magic Quadrant for Mobile Marketing Platforms leader, Swrve is currently installed in 3.5 billion apps worldwide and processes 14 billion events daily.

About Telefónica

Telefónica is one of the largest telecommunications companies in the world by market capitalization and number of customers with a comprehensive offering and quality of connectivity that is delivered over world class fixed, mobile and broadband networks. The company has a significant presence in 15 countries and over 352 million accesses around the world. Telefónica has a strong presence in Spain, Europe and Latin America, where the company focuses an important part of its growth strategy.



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